

We want to in this manner extend our sincere thanks

TO THE ENTIRE PUBLIC

for the very liberal patronage accorded us during our Mid-Season Sale, which has marked an epoch in our business career, proving conclusively the loyalty of Marion and Polk counties' residents to home institutions, and verifying our contention that, everything being equal, the general public much prefers to patronize home merchants.

That Honest Merchandise and Right Prices Will Get

and retain business is evidenced by the success of our efforts. Owing to the phenomenal business of the two weeks past, we find in our stock hundreds of REMNANTS, ODDS AND ENDS and BROKEN LINES IN EVERY DEPARTMENT, which we have determined to get rid of at once at any price, hence, beginning MONDAY APRIL 27th we will inaugurate a SIX DAYS'

Spring Clean-Up Sale



LADIES' Suits & Dresses

Of particular interest to every lady in Salem and vicinity are the exceptional values shown in our Ready to Wear Department. Here are this spring's latest creations in great profusion. Every wanted color, while the designer's art is here reflected. Our determination to extend the time limit of our sale past the first of the month gives every one a chance. Note the reductions:

All \$10.00 and \$12.00 Suits will go at\$4.50
All \$15.00 and \$17.50 Suits will go at\$9.90
All \$20.00 and \$25.00 Suits will go at\$12.90

Realizing the fact that hundreds of our patrons are wage earners who receive their salaries the first of the month, many no doubt have been unable to take advantage of this money-saving opportunity. Catering, as we ever have,

To The Masses

and with the desire to accommodate everyone, particularly the wage earners of Salem and vicinity, and give the entire public a chance to share in the benefits of the wonderful price reductions, we have decided to

LADIES' Coats & Jackets



Every Coat and Jacket in our immense stock is included in this sale. Hundreds of the season's newest novelties, some of which were received since our sale began. All must go. Ladies' cravenette coats, imported garments not shown elsewhere, the ideal coat for motoring and indispensable for a general utility coat, at prices never before given. Every conceivable style in Ladies Spring Coats.

All \$7.50 to \$9.00 Coats will go at\$4.98
All \$10.00 to \$12.50 Coats will go at\$6.90
All \$15.00 to \$17.50 Coats will go at\$8.90

Continue Our Sale Until Sat., May 2

Ladies' Waists

Hundreds of new Spring Waists of every imaginable style and material. Such an opportunity of securing your season's waists was never before given. Here at the very beginning of the season you are enabled to buy at prices that usually prevail late in season.

Ladies' Waists, values 50c up to 75c 25c
Waists, regular \$1.25 and \$1.50, now going at 98c
All Waist Prices Are Reduced.



Millinery Dept.

Hundreds of Ladies' and Children's Trimmed Hats of every imaginable shape and color are here at practically your own price. One more week in which to make your selection. Take advantage of the SALE PRICES.

\$1.50 and \$2.00 Hats will go at 98c
\$2.50 to \$3.00 Hats will go at \$1.48
\$3.50 to \$5.00 Hats will go at \$2.48

Laces and Embroideries

10,000 yards of Swiss Laces, values up to 10c, now 2c 3c & 5c
27 in. Embroidery Flouncing, regular 50c and 75c values, go at 25c
18 in. Corset Cover Embroidery, regular 45c and 50c, will go at 20c
19 in. Camisole Laces, regular 45c, 50c and 60c, will go at 23c

Men's Furnishings

For one more week until Saturday night, May 2d, the slaughter in prices will continue.

Men's Summer Balbrigan Underwear, regular 50c, will go at 23c
Men's Dress Shirts, our regular 75c, 85c and \$1.00 values will go at 49c
Men's Suits, our regular \$8.50 to \$12.50 values will go at \$4.95



Silks and Dress Goods

This department we are justly proud of. One more week of Exceptional bargain giving. 75c and 85c Tub Silks, 36 in., all colors 45c
65c and 75c Imported Pongee Silks; they have no equal at our price 39c
Double Fold Waffle Checks, in black and white, regular 25c and 30c values 15c
50c Panama Suitings, colors blue, black, brown; will go at 25c

THAT ALL MAY BE BENEFITED

Children's Wear

Of interest to mothers is our department for children. Vacation time will soon be here. We are showing an immense line of Girls' Wash Dresses, white and colors, all underpriced for one more week. Girls' Dresses, age from 4 to 14 years, worth 75c and \$1, will go at 49c

Dresses for the little tots, ages 2 to 6 years, regular 50c and 65c, will go at 25c



Towels & Napkins

Fifty doz. Huck Towels, hotel size, hemmed, ready for use; regular 15c sellers, will go at 8 1-3c

Extra Heavy Bath Towels, full size, bleached; regular 15c and 20c, will go at 9c

Loom Dice Napkins, full 5-8 hemmed; our regular 8 1-3c, go at 5c

One-half case 45x36 bleached Pillow Cases, regular 20 and 25c sellers, elegant value, go at 10c

Notion Dept.

Everything in the notion department at reduced prices for another week. We can name only a few prices here.

Safety Pins, dozen 2c
100-yd. Spool Silk 3c
Electric Globes 10c
Darning Cotton, spool 2c
25c and 35c Ribbon 15c
10c Hemstitched Hdks. 4c
15c and 18c Vests 9c
Parasols up to \$2.50 98c
15c Ladies' Hose 8 1-3c
50c Long Lisle Gloves 25c

Domestic Dept.

8 1-3 and 10c Apron Gingham, all colors and checks, will go at 5c
A. F. C. Dress Gingham, regular 12 1-2c and 15c, will go at 8 1-3c
15c grade Blue and White Ticking now 9c
10c and 20c French Gingham, beautiful patterns; will go at 12 1-2c
Good grade Outing Flannel, light colors, now 8 1-3c
Heavy German Damask, 68 inch, full bleached regular 85c and \$1.00 49c

Shoe Department

Our Shoe Department offers many genuine bargains. Shoes for every member of the family at prices that defy competition.

Our lot of Ladies' Shoes and Oxfords, regular values \$2.50, \$3.00 and \$3.50, while they last, go at 98c

Children's Shoes, all sizes, \$1.00, \$1.25 and \$1.50, will go at 35c, 39c, 49c



In addition to the hundreds of articles displayed in every part of our immense store, there are thousands of yards of Silks, Dress Goods, Summer Wash Fabrics, Staple Domestic, Linen Draperies—Hundreds of Dozens Underwear, Hosiery, Notions, etc., included.

SALE CONTINUED FOR ONE WEEK CLOSING MAY 2nd.

The Chicago Store

SIX MORE DAYS GIVING EVERYONE AN OPPORTUNITY.